



Core Nutrition Messages

- Designed for low-income mothers and children.
- Audience-tested.
- Accurate.
- Easy-to-read.
- Emotionally-based.

For more information visit:

<http://www.fns.usda.gov/fns/corenutritionmessages/default.htm>

FNS has released a set of 16 consumer tested core nutrition messages and supporting content for low-income mothers and children in a new publication entitled “*Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices.*”

The publication provides:

- background information,
- describes the developmental approach,
- summarizes lessons learned from the focus groups with mothers and children, and
- provides implementation and evaluation guidance.

Nutrition educators can use the messages, supporting content and guidance to expand and enhance current education activities or in developing new initiatives. The messages are consistent with the 2005 Dietary Guidelines and MyPyramid.

Development of the messages included input from both stakeholders and the target audience. A workgroup, consisting of experts in nutrition education, communication and the FNS programs made recommendations regarding the behavioral focus, target audience, concepts and scope of the messages and content. The messages and supporting content are based upon findings from 30 focus groups conducted with 140 low-income mothers and children across the country.

We encourage you to use these resources as part of program-based nutrition education as well as cross-program education initiatives such as those outlined in the State Nutrition Action Plans. We also invite you to share information about how you are using these products. Send information, including samples of any materials to: [oaneweb@fns.usda.gov](mailto: oaneweb@fns.usda.gov).

Visit our website for more information at:

<http://www.fns.usda.gov/fns/corenutritionmessages/default.htm>